

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: Brett Error et al.  
SERIAL NO: 10/608,442  
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TITLE: Custom Event and Attribute Generation For Use in Website  
Traffic Data Collection  
EXAMINER: Bob R. Chumpitaz  
ART UNIT: 4115  
ATTY. DKT. NO.: OMN7133

MAIL STOP AMENDMENT  
COMMISSIONER FOR PATENTS  
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AMENDMENT A

SIR:

The following amendments and remarks are in response to the Office Action  
dated May 14, 2008.